



the telecommunications mobile device (9).

5 5. Telecommunication method in accordance with one of the preceding claims, wherein, when the components needed for processing and displaying these data are switched off, the digital data received are temporarily stored in a buffer and not processed until these components are switched on.

6. Telecommunication method in accordance with one of the preceding claims, wherein the digital data received are packed in messages (5) which are first evaluated in order to determine whether they must be displayed.

10 7. Telecommunication method in accordance with claim 6, wherein the received messages (5) which are not of interest to the user are sorted out with the aid of a user profile stored in the memory of the telecommunications mobile device (9).

8. Telecommunication method in accordance with one of the preceding claims, wherein the digital data (5) are transmitted in a radio channel (7).

15 9. Telecommunication method in accordance with one of the preceding claims, wherein the digital data (5) are transmitted in a TV channel (7).

10. Telecommunication method in accordance with one of the preceding claims, wherein the prepared message is a SMS message.

20 11. Telecommunication method in accordance with one of the preceding claims, wherein the prepared message is a USSD message.

12. Telecommunication method in accordance with one of the preceding claims, wherein the prepared message is signed.

13. Telecommunication method in accordance with one of the

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preceding claims, wherein the prepared message is encrypted.

14. Telecommunications mobile device (9) comprising mobile radio components by means of which the telecommunications mobile device (9) can be utilized in a mobile radio network (8), and which telecommunications mobile device (9) comprises an identification card (94) in order to identify the user of the telecommunications mobile device (9), wherein it further comprises:

a radio receiver and/or a television receiver for receiving a media program (4), sent out over a broadcast channel (7), and program-accompanying data (5),

reproducing means (90, 95) for playing back to the user the media program received,

message-preparing means for preparing and sending over the mobile radio network (8) messages including at least one data field (521, 522, 524) from the program-accompanying data (5) and an identification of the user.

15. Telecommunications mobile device (9) in accordance with claim 14, wherein the mobile radio components comprise a GSM mobile device.

16. Telecommunications mobile device (9) in accordance with one of the claims 14 or 15, wherein the identification card is a SIM card (94) capable of executing the applets (50) transmitted in the program-accompanying data (5).

17. Telecommunications mobile device (9) in accordance with one of the claims 14 to 16, wherein the message-preparing means are capable of preparing and sending SMS messages.

18. Telecommunications mobile device (9) in accordance with one of the claims 14 to 17, wherein the message-preparing means are capable of

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preparing and sending USSD messages.

*Done*

19. Telecommunications mobile device (9) in accordance with one of the claims 14 to 18, further comprising a key (92) for causing information, corresponding to the digital data received, to be displayed on a display (90) of the telecommunications mobile device (9).

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